



MVCB Weekly News

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www.mvcitrus.org.au

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Qfly Update

Detections of Qfly within the Board's defined area have increased in the last two weeks as evidenced by the samples received from Vic DPI.

A new Qfly outbreak has been declared at Euston and a 15km restricted area is in place which will affect the movement of fruit throughout Victoria and other sensitive areas including Western Australia, South Australia, Tasmania and parts of New South Wales. Produce grown within this 15km restricted area that was harvested prior to 28 March 2013 can move to fruit fly sensitive markets under area freedom certification providing that it has been stored separately from produce harvested after this date, is labelled and its status is verified by an officer of the Vic DPI.

Produce grown outside the Euston restricted area may be transported through the restricted area to fruit fly sensitive markets provided the produce:

- Is in unvented cartons; or
- Has been shrink wrapped; or
- Is transported in a covered vehicle.

The table below sets out the number of Qfly adults and larvae found in the last two weeks.

Location	# Qfly	Action
Mildura	1	No Action
Red Cliffs	1	No Action
Ellerslie	2	Supplementary traps deployed
Nangiloc	1	Supplementary traps deployed
Iraak	1	No Action
Colignan	1	No Action
Wemen	1	No Action
Tooleybuc Town	7	Extends Outbreak
Tooleybuc East	Larvae in Peach	New Outbreak
Euston	Larvae in Peach	New Outbreak
Goodnight	1	No Action
Curlwaa	1	No Action
Buronga	1	Extends Outbreak
Mourquong	1	No Action
Monak	1	No Action
Swan Hill	2	Extends Outbreak

US: Sunkist Growers' secondary displays provide retail placement opportunities outside produce section

Sunkist is embracing opportunities to showcase its fresh citrus outside of the produce section by offering its customers secondary display units. Six different display offerings give retailers the flexibility to showcase Sunkist® products in the front lobbies, at the registers, or in the liquor/beer, seafood, water or pharmacy departments to drive incremental sales.

“Sunkist develops its retail displays with customer and consumer appeal in mind,” explained Sunkist Director of Retail Marketing Julie DeWolf. “Our secondary displays are popular with our customers because they provide additional retail shelf space and allow



retailers to introduce new items and conveniently tie-in fresh citrus sales with complementary items in other departments. Using these displays, retailers can create in-store solutions for busy consumers to make their meal, snack and beverage decisions easier.”

Australian Citrus Quality Standards 2013

The Citrus Australia Domestic Market Committee has release the approved 2013 season citrus standards with some changes.

Lemons, limes and pomelo have been removed from the standards.

The Navel orange standard has not been changed for this season and a sensory analysis project will be conducted this year to determine the minimum maturity standard preferred by Australian consumers.

Blood oranges have been added to the standards, (see table below).

Imperial and general mandarin varieties have not changed.

Murcott mandarin brix acid ratio has been changed (see table below). A sensory analysis project is planned for 2014 to investigate consumer preference for major mandarin varieties.

Grapefruit has been removed from the standard as there is little evidence of consumer preference to base a standard on. The committee will study current maturity curves for grapefruit in the southern growing region as well as investigate sensory analysis. White grapefruit may be excluded from future standards as it is a small and declining variety, whilst red grapefruit is seen as a growing category which should be regulated.

Tangelo brix acid ratio has also changed to allow for better export shipping.

Variety	% Juice	Brix ⁰	Brix ⁰ :Acid Ratio
Navel & Valencia	38.0	9.0	9.0:1
Blood Orange	38.0	9.0	8.0:1
Mandarin (various)*	35.0	10.0	10.0:1
Murcott & Daisy	35.0	11.0	10.0:1
Imperial	33.0	10.0	10.0:1
Tangelo	10.0	9.0	8.0:1